

# WALDO PERSONA BUILDER™



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# Getting Started

Have you ever played the game Where's Waldo? You know, that game where there's hundreds of people cluttered in a scene with SO MUCH going on. And the only objective is to find this one guy with a striped shirt and red hat buried somewhere in the masses of people who seemingly all look the same... kind of like this:



In today's world, we play the game of Where's Waldo everyday as marketers, but on social media. Millions of people on these apps, but all we care about is our striped shirt, red hats, or our dream customers... if we can find them!

**The big problem is,** we aren't given what our dream customers look like on social media — making it seemingly impossible to find them. To make matters worse, if you don't take the time to learn what they look like and where they are, then your competitors are bound to find them first.

The Solution, **The Waldo Persona Builder.** This will help you identify what your dream customers look like on social media, how many of them are *already* following you, and how to find influential followers who can help amplify your reach, all using a simple 'walk-in-the-park' method outlined below.

This cheatsheet is going to take you through three parts: Assemble, Identify, and Action. Each part has been created to break down the process of finding your dream customers on social and make it easy to do.

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### **The end result:**

**Crystal clear understanding of who your dream customer is on social and how to find them using SocialRank.**

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## **Waldo Persona Definition.**

Before we dive into things, you should understand what the Waldo Persona is and how it's different from a regular persona.

### **What is the Waldo Persona?**

The Waldo Persona is a made-up person that accurately represents and displays the characteristics of your dream customer on social media, based on market research and 1st party data from your customer base. To build a Waldo Persona, we will need the following information:

- Location
- Gender
- Career and Titles (Self Identification)
- Interests

### **Why does this matter?**

There are many reasons every brand should have their personas mapped out, but building a Waldo Persona specifically makes it extremely easy to identify and resonate with your dream customers on social media.

### **How is this different from a traditional persona?**

The Waldo Persona, is a **social-led persona** which aims to identify what your dream customerS looks like specifically on social media platforms. Unlike traditional personas' where they often

try to encapsulate a persona's entire being (online and offline) in one frame and don't do a great job addressing social media.

## Using data to find your dream customers

While the purpose of this worksheet is to identify your Waldo Persona, we understand not everyone knows how or where to get this data to begin with. So if you need help finding the data before assembling the persona, then you're best to also check out

[A Guide To Using Data\\*\\*: The Waldo Persona Edition\\*\\*](#)

This will help navigate all the great resources you already have available to use to find data-driven characteristics of your dream customers — Cool right?

## Part 1: Assemble

To get started, we are going to dive into four main layers of the Waldo Persona to help guide you through each of them. The 4 layers are:

- Location
- Gender
- Self-Identification
- Interests

Each layer we explore, we are going to show why it's important to consider adding this, help come up with the right answers, and how to use them inside SocialRank.

### What's their physical footprint?

Starting off nice and easy, we are looking at traditional characteristics of a persona. When using SocialRank, we are able to segment followers by location and gender. This helps a ton when looking for that dream customer type or simply you have shipping and regulation restrictions that would be silly to target people outside of a certain geographic area.

#### Location

##### Why it's important:

Narrowing down location when running an internet business may seem odd to some but when focusing on your dream customer, you want to identify where around the world is the least amount of friction for people to buy your products.

Example 1: When a Canadian purchases something from the US, They are not only charged the exchange rate, but also up to 30% duties crossing the border. Creating strong resistance for Canadian buyers of US goods

Example 2: A European purchases an item from a US distributor, taking longer than normal to receive their package. Raising their chances of becoming an irate customer before they even get their package.

### Getting The Right Answers:

This should be very clear where the right locations are using past customer data. However, for those who do not have a ton of data, when thinking about where your dream customers will be located, ask yourself this:

**Where in the world can someone purchase with the  
littlest friction as possible? 2nd place? 3rd place?**

### Using them in SocialRank:

- When entering locations into SocialRank, you can search from the Country, State/Province, or City level.
- Filters > Locations

## Waldo Persona Progress:

Location

Gender

Self - Identification

Interests

### Gender

Why it's important:

For most products and brands, you tend to skew towards one gender over another with your marketing. Hence it's important to be looking for gender when identifying your dream customer on Social Media.

### **Getting The Right Answers:**

Again, This should be very clear what gender you are skewing towards are using past customer data and even just your vision of how you sell your product or services.

### **Using them in SocialRank:**

- Filters > Gender

## **Waldo Persona Progress:**

Location

Gender

Self - Identification

Interests

## **What's their digital footprint?**

The first two were fairly easy, but defining their digital characteristics is where it becomes more challenging. However, The better you can define these next two, the clearer the picture will be for you. In Social Rank, we are able to look what people use in their bio on Instagram and Twitter, as well as identify keywords and #hashtags people use in their posts & tweets. Lastly, you're about to easily see who else your dream customers are following, making it easy to see where else their attention is.

### **Self-identification**

#### **Why it's important:**

On Twitter and Instagram, both have a spot to allow users to display what they represent. This area as we know it is the 'bio'. This has become a key place for people to truly express themselves and what they care for most. What someone puts in their bio can reveal a ton about the person; the best part about it as a marketer and business is, you can leverage this info to identify key identities that will align with your dream customers.

Example 1:

Bio  
Southern girl living in the Midwest. Fashion & Beauty Blogger. Ballet Teacher, Retired Flight Attendant 🦋 Wife & Mom ❤️ #springfridayfashion Host

Website  
<https://linktr.ee/missourimagnolia>

Followers	Following	Posts
<b>723</b>	<b>779</b>	<b>276</b>

Data from Instagram 📊

## Example 2:

Bio  
In love with ❤️: dreams 🌈 travel 🌍 pics&photos 📷 smile&fun 😊 wine&food 🍷  
📱 IphoneX&Mac 🎧 music 🎵 fashion 👗 Yoga&Pilates 🧘

Website  
<https://www.facebook.com/elisa.stabili>

Followers	Following	Posts
<b>1.6k</b>	<b>845</b>	<b>805</b>

Data from Instagram 📊

## Getting The Right Answers:

When thinking about what your dream customer might label themselves as or promote inside their bio, you need to take a top-down approach from broad to narrow, let us explain.

The top-down approach to self-identification:

It's hard to encapsulate all the different ways someone can label themselves that mean the same thing, and so you need to think of all of those ways. This can be a daunting task when viewing at large, but when broken down step-by-step, it becomes easy and much less stressful.

The breakdown is as follows:

1. Category: The overarching topic they would fall under
2. Niche: The specific area within the category
3. Sub-Niche: This isn't mandatory always but more and more brands are becoming hyper-targeted and it's worth drilling down one more layer into the specific kind of area within a niche.



4. Titles & Labels: Names someone might use to describe themselves within this niche.  
*Note: Don't get stuff thinking of traditional career titles such as yoga instructor. Remember there is no right or wrong in the bio, and the same applies for here.*
5. Keywords Emojis: Highly used words that someone would use in this niche. This can also be, and should be thought of, specific lingo only people within this niche would know. Lastly, people tend to opt for emojis to represent themselves. Be sure to think of these.
6. Variations: Similar to keywords, abbreviations and acronyms used to describe titles, certifications, degrees, etc specific to the niche.

Let's look at an example:

1. Category: Beauty & Fitness
2. Niche: Personal Training
3. Sub-Niche: Personal Training For Seniors
4. Titles and Labels: Personal Trainer, Certified Personal Trainer
5. Keywords & Emojis: Training, Coach, Fitness, 🏋️
6. Variations: CPT, ACE Certified, NASM

Although we only mentioned a few examples for each, you should take your time and list off as many as possible for levels 4-6, the more you can come up with that can help identify your dream customer, the better.

To get started, we've outlined a traditional set of categories. Use this as a starting point but don't feel limited to these if your product or service is new and innovative.

1. Beauty & Fitness
2. Business & Industrial
3. Finance
4. Food & Drink
5. Hobbies & Leisure
6. Home & Garden
7. Internet & Telecom
8. Jobs & Education
9. News
10. People & Society
11. Pets & Animals
12. Real Estate
13. Science

**Still Stuck?**

If after reviewing the top-down approach you aren't confident you're checking all the boxes, we've got some more ways to help spark answers inside SocialRank.

### Using Cerebro:

You can tap into our entire database of profiles all at once using [Cerebro](#). This allows you to search through over 1 billion Instagram and Twitter profiles, which can become extremely valuable when doing preliminary research.

To get started, head onto Cerebro, and pull up the [filtering dropdown](#). You're going to want to enter some initial ideas of titles or keywords into the **bio keyword** filter as well as maybe a location to get a narrowed audience. Once you have a reasonable sample size, freely scroll through profiles to quickly gain ideas for titles, labels, keywords, and variations for your Waldo Persona.

### Using them in SocialRank:

- You'll only use answers 4-6 inside Social Rank
- With Self-identification, it's critical you input the answers as you have them listed above. The platform will scan for exact matches so whether it's abbreviations or keywords, it'll show the right dream customers.
- Filters > Bio Keyword

## Waldo Persona Progress:

- Location
- Gender
- Self - Identification
- Interests

### Interests

The last area! Congrats on getting this far. We know these seem distracting to the 'real work' of growing your social and ultimately, your business. That being said, this is such a vital part to finding long term success on social, and now more than ever, social is a vital part of long term success for business. Let's finish this off!

### Why it's important:

We have covered the who and where of your Waldo Persona, we are now going to look at the What, arguably the most important component. This part describes and characterizes where your dream customer's attention lays in various aspects of their life. If you can accurately pinpoint where someone focuses most of their time (not on social or tv, etc but areas of

interests) you can build extremely effective marketing campaigns to target them and speak directly to them via messaging, influencers, paid ads, etc.

### Getting The Right Answers:

There's a bit to unpack with this section so we are going to dive into each subsection and talk further of what it could look like for your answers.

## Interest: verb/ excite the curiosity or attention of (someone).

The purpose of seeking what their interests are is to identify what they typically post about, who they follow, what topics are they drawn to, and what desires they have.

1. Posting — Aside from the actual content being posted, what would the topics inside their captions and what #hashtags do they use to get their posts seen by others. This is low hanging fruit, if you can nail down what your dream customer tends to post about, you're able to easily identify them inside Social Rank using keywords describing their interests.

**?** For example, If the dream customer is in the fitness space, content being talked about could various exercises they do, supplements they are taking, or recovery methods. They are using the hashtag #fitness, #recovery #gymmotivation.

2. People — Who do your dream customers follow on social media? What influencers, industry experts or thought leaders are holding their attention? Another critical piece for many reasons but once you identify who these people are, you're able to see which followers of YOURS are already following some of those key people, concretizing they are more likely to be a dream customer.

**?** Continuing the fitness customer , we would look to identify either the specific names of large fitness influencers such as @thedailykelsey if the customer is female.

3. Topics — What topics of discussion do they regularly get drawn towards? Similar to posting, we want to understand what kinds of topics your dream customer likes to read about or engage in.

**? Again in the fitness example, we would be identifying they are drawn towards learning about new exercises, food & desserts, weight training.**

Again in the fitness example, we would be identifying they are drawn towards learning about new exercises, food & desserts, weight training.

4. Desire — What are possible desires they have which can indicate areas of interest? This can be a desire for relationships, desire to travel places, own certain material items, etc. The interesting thing about social media is that not all accounts are people-led, meaning they are wedding accounts, travel accounts, food accounts, etc. Similarly, we can use these desires to look at who YOUR followers are already following to clearly identify and distinguish those dream customers.

**? The desires of this customer is attending a bodybuilding competition, and eating certain in-demand food from restaurants.**

### Using them in SocialRank:

- With Interests and using them in SocialRank there are two different ways to action them. We will describe the easier of the two here and the other one will be in 'Part 3: Action'.
- When using interests, you want to be very keyword-centric to achieve the best results. Hence why we are asking multiple times what other keywords can be used to describe the sections above.
- When actually inputting them into SocialRank, you'll be using Words, Hashtags, Emojis. Enter each keyword or key-phrase separately into the search box then hit enter after each.
- Filters > Words, Hashtags, Emojis

### Waldo Persona Progress:

✓ Location

- ✓ Gender
- ✓ Self - Identification
- ✓ Interests

## Part 2: Identify

At this point, we've now covered the key areas of your Waldo Persona. Now that this is complete it's time to identify your dream customers already following you, how to find more of them, and also find influential ones.

You'll now need to have the following to continue:

1. Part 1 fully complete
2. Subscription to a paid plan on Social Rank. ([Upgrade here](#))
3. Your Instagram and/or Twitter account report is done and ready to view.

## How to identify your dream customers?

To get started, open your Instagram or Twitter account on SocialRank. Next, we will go through

Self-identification and Interests to compile all your dream customers into one in a matter of minutes. For best results, it's best to do two steps one with each Self-Identification and another with interests.

Self-identification:

1. Open the filters drop down menu
2. Input all of your locations into the 'Locations' filter
3. Select a gender (If needed)
4. Go to Bio keyword and input all your answers, one at a time, and hit enter after each.
5. Click 'Apply Filters' at the bottom right.
6. Open 'Lists' dropdown menu (Beside filters)
7. Click 'Create a new SocialRank list'
8. Name it 'Dream Customers'
9. Click 'Create SocialRank list'
10. Done!

Important Note: To save time in the future, you'll also want to 'Save Search Query' for on-going filtered searches as your account grows.

1. To do this, Click 'Actions'

2. Click 'Save Search Query'
3. Name the search.
4. Done!
5. Retrieve this search from 'Searches' in the top right hand corner.

Interests:

1. With all the filters still on, open the filter menu again
2. Remove all Self-identification inputs
3. Go to Words, Hashtags, and Emojis and input all your answers, one at a time, and hit enter after each.
4. Click 'Apply Filters' at the bottom right.
5. Open 'Lists' dropdown menu (Beside filters)
6. Instead of creating a new list, Hover your mouse over the arrow on 'Dream Customers'
7. Click 'Add current results to list'
8. Done!

Important Note: To save time in the future, you'll also want to 'Save Search Query' for on-going filtered searches as your account grows.

1. To do this, Click 'Actions'
2. Click 'Save Search Query'
3. Name the search.
4. Done!
5. Retrieve this search from 'Searches' in the top right hand corner.

You've now just found and compiled all your dream customers into one list to review, segment, and take action.

## How to find more dream customers?

Now that you have an idea of who your dream customers are on Social, it's much easier to go out and find more of them to engage with or simply find where they are to build strategic campaigns to target them better.

### Using Cerebro:

We've talked about our centralized feature called Cerebro which allows you to tap into all available profiles on our platform at once. It becomes even more powerful when you can core filters to apply to the database to reveal all dream customers out there.

Using the same steps as above, go ahead and enter in the filters again for Cerebro. Make sure to save the searches again as well for Cerebro and check back here frequently for new profiles coming into the search

### **Using Industry Accounts:**

Similarly with Cerebro, if you have any industry accounts such as competitors, complementary brands, influencers, or industry experts run a report on their accounts to view all the dream customers they have the attention of. This is awesome to do as you're able to pinpoint where possible partnerships could happen but also benchmark yourself against competitors to see who has bigger audiences.

### **How to find Influential dream customers?**

One of the biggest hidden benefits of using your Waldo Persona is at any point of these searches, you can be narrowing down who you see in regards to follower size and Verification (only available for Premium and Elite plans). You're able to instantly identify influential dream customers that you now know for a fact, fit your persona and will not only be a better match to work with but more willing as they have interest in what you do.

## **Part 3: Action**

Now you may still be wondering, hey, this is all good and all but what can I know do with all this information and people? Great question! Aside from understanding your audience better and learning where your dream customers are on social media, You can start to make valuable decisions and take action for your brand based on what you've found.

### **Building Relationships**

A great way to drive sales and build relationships with your followers is to reach out to them via DMs and offer exclusive discounts for them.

### **Influencers**

A huge part of what customers do on Social Rank is finding and working with influencers! You'll have hundreds of influential dream customers to reach out to and work with! Simply use the followers and verification filter to get started finding the best influencers to be working with.

Note: We are currently building an influencer guide to make working with influencers. This will include everything from How to approach influencers to setting expectations & guidelines.

### **Brand Ambassador Recruitment**

If you like the idea of influencer marketing and want to take it to the next level, you should consider creating a brand ambassador program for key customers. In doing so, you've already got the hardest part done, finding the right people! You've got an on-going list of dream customers to reach out and propose the idea to!

Note: In addition to the Influencer Guide, we are also in the works of How-to on building a brand ambassador program. Watch out for that!